

# ASCO® Exhibitor Newsletter



Stay up to date on the latest ASCO® exhibits news, including exhibit and advertising opportunities, policy updates, and more. Encourage your colleagues to [sign up](#) to receive this monthly newsletter.

## TABLE OF CONTENTS

- [See you in San Francisco! ASCO GI & GU are Here](#)
- [ASCO Annual Meeting: Payment Deadline Next Week](#)
- [The Can't-Miss International Clinical Oncology Meeting of 2024: ASCO Breakthrough](#)
- [Best of ASCO® Meeting Scheduled for Boston](#)
- [Give Your Company the Attention it Deserves!](#)
- [Tune in February 6: ASCO Plenary Series to highlight new research in Multiple Myeloma, Gastrointestinal Cancers](#)

### See you in San Francisco! ASCO GI & GU are Here

We are excited to welcome many of you to San Francisco, CA for [#GI24](#) this week and [#GU24](#) next week. What to expect:

- Innovative in-person exhibits
- Enhanced opportunities for face-to-face networking and exposure for your brand
- Dynamic and interactive sessions

### ASCO Annual Meeting: Payment Deadline Next Week

We are looking forward to being back in the Windy City May 31 – June 4. Please note these upcoming deadlines:

- **Final Payment Due:** Wednesday, January 24. Don't miss out on the opportunity to earn a priority point for the 2025 ASCO Annual Meeting Space Selection. Companies who fail to pay may lose their space in the 2024 exhibit hall. Contact [ascoexhibits@spargoinc.com](mailto:ascoexhibits@spargoinc.com) with questions.
- **Abstract Submissions Due:** Tuesday, February 6. Review guidelines, policies, and submission categories [online](#). Questions? Contact [abstracts@asco.org](mailto:abstracts@asco.org).

### The Can't-Miss International Clinical Oncology Meeting of 2024: ASCO Breakthrough

After doubling attendance in 2023, ASCO is extremely excited to bring ASCO Breakthrough back to Yokohama, Japan, August 8-10, 2024. Ensure your company has a presence at **ASCO's premier clinical oncology event** outside the U.S.

- ASCO Breakthrough provides education and novel science that focuses on how **innovations in technology** (e.g., imaging, robotics, big data/large language models/AI, precision medicine, nanotechnology, wearables) **create solutions** (and sometimes challenges) in providing optimal care to patients and driving the most impactful research.
- Be at the table as attendees, faculty, and exhibitors **mingle with visionary leaders** in oncology and med-tech.
- Foster collaborations that will **accelerate discoveries** and **push the boundaries of what's possible in cancer care**.

Companies are committing now, and the exhibit, advertising, and sponsorship opportunities won't last long. Make sure your company doesn't miss their chance to make connections with this key audience. Learn more about the [meeting](#), view the [2024 ASCO Breakthrough Opportunities Guide](#), and contact [us](#) to sign up.

## Best of ASCO® Meeting Scheduled for Boston

Best of ASCO is headed to the east coast this year to America's beloved Beantown! Join us July 19-20, 2024 as we review the most practice-changing research presented during the 2024 ASCO Annual Meeting. The meeting will focus on new data relevant to clinical practice, as well as implications for future research. Exhibit sales will begin in early March. Stay tuned for details.

## Give Your Company the Attention it Deserves!

Get your company and/or product in front of a global audience and leave a lasting impression. In-person, print, digital and more advertising opportunities are available for ASCO Annual Meeting, *ASCO Connection*, the ASCO Daily News, and more! View the [media kit](#) and contact [Jen Callow](#) with AMC Media group at 732-580-8884 for more information.

## Tune in February 6: ASCO Plenary Series to highlight new research in Multiple Myeloma, Gastrointestinal Cancers

The [February ASCO Plenary Series](#) will present the results of two randomized phase 3 studies. Learn the results of the DREAMM-7 study evaluating belantamab mafodotin plus bortezomib, and dexamethasone versus daratumumab, bortezomib, and dexamethasone in relapsed/refractory multiple myeloma and the FRUTIGA study evaluating fruquintinib plus paclitaxel versus paclitaxel as second-line therapy for patients with advanced gastric or gastroesophageal junction adenocarcinoma. [Attend the session](#) Feb. 6 at 3 p.m. to hear world-renowned experts discuss the implications of these findings first-hand and ask your questions in real time. No registration is required to participate—[the Series](#) is free and open to anyone.



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2318 Mill Road, Suite 800, Alexandria, VA 22314 | Phone 571.483.1300

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SPARGO, Inc.

11208 Waples Mill Road, Suite 112, Fairfax, VA 22030